

Note on the possible location of LTC Street Banners

1.Intro

Earlier in the year there was discussion at E&L that LTC would consider the purchase of Street Banners to advertise local events. Deliberations of the committee included a discussion of Banner types and in particular the possible locations for these banners. Cllrs Morris and Bannister volunteered to look into the possible locations for mounting the banners. For obvious reasons, reporting back on this task has been delayed. This short note comprises a report back to E&L on this task.

2.Banner Types

In considering what type of banners would be appropriate for the town, there seem to be several possibilities worth considering.....

- Across street banners
- Post Mounted Banners
- Free Standing Banners
- Wall or Fence Mounted Banners

2a. Across-Street Banners

This type is very common and have been used in Ledbury on many occasions in the past, and there are many possible locations for this type of banner, particularly using the same mountings as are already used for mounting the Christmas Lights.



2b. Post-Mounted Banners

These banners can be mounted particularly on street light posts



2c. Free Standing Banners

These can be used when there are no suitable lamp posts available as is the situation in the High Street for example.



2d. Wall-Mounted Banners

Possibly suitable for mounting on the Market House for example.

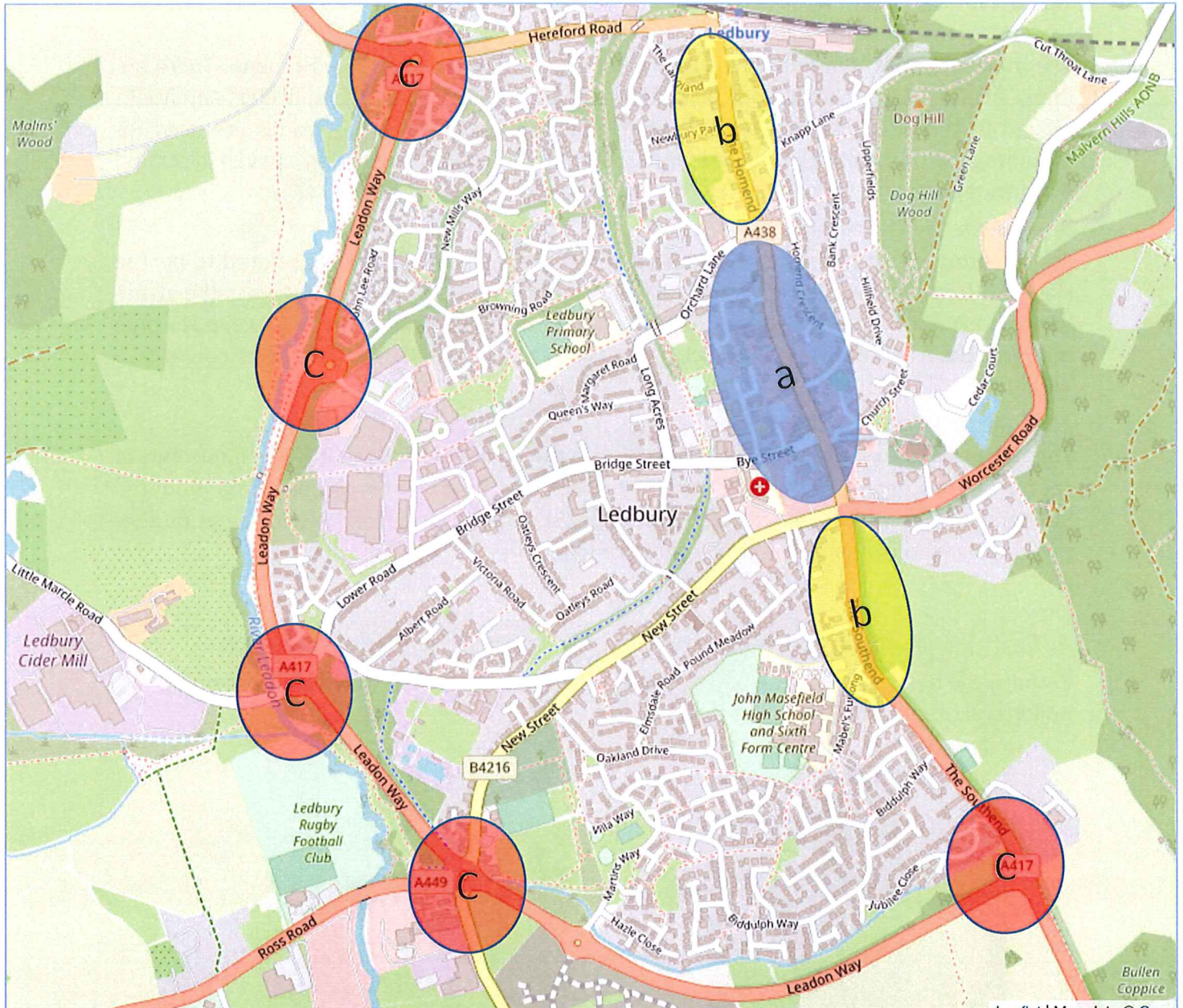


3. Location Types and descriptions

Location types in and around Ledbury can be grouped as follows...

- a. Town Centre
- b. Approaches to the town centre
- c. Edge of town and bypass.

The map below gives an indication of these types of areas.



3a. The Town Centre

The town centre essentially consists of the High Street (from Top Cross to Bye Street, and part of The Homend, (from Bye Street to Orchard Lane). This is the major part of the town centre conservation area and the trading and shopping area which sees the highest footfall. This is an essential location for banners announcing town events.

High Street itself is very wide and does not have lamp-posts as the street lighting is mounted on the buildings. In this case, across-the-street banners and lamp-post mounted banners are not possible to erect and so free-standing banners and wall mounted banners would be suitable for this area.

The main area for mounting across the street banners would be on the Homend. There are many locations which are already fitted with substantial and robust metal eyelets and hooks affixed to the buildings on each side of the road and some of these fixings are used for mounting the Christmas lights. More details of the location of these fixings are given in section 4 of this report.

3b. Approaches to the Town Centre

For the purposes of this note, the approaches to the town centre are considered to be The Homend from Orchard Lane to the Railway station, and the Southend. Across-the-street banners cannot be used here but there are plenty of lamp-posts that can be used for pole mounted banners. Ideally several such banners on each side of the town might be considered adequate.

3c. Edge of Town and Bypass

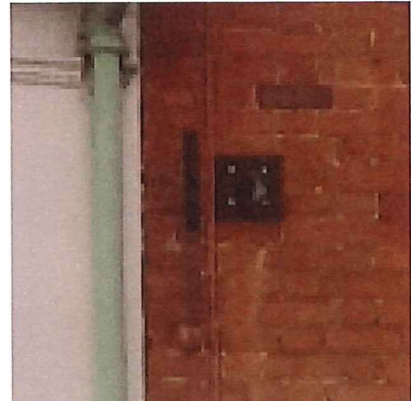
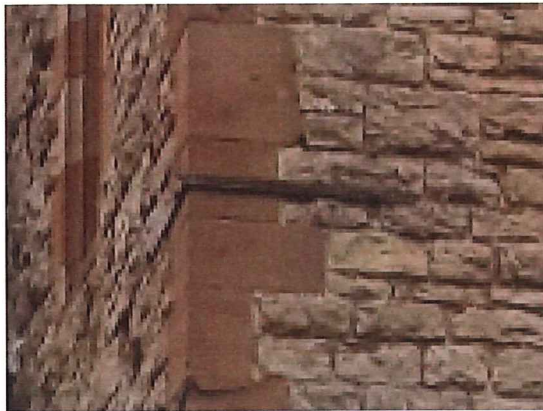
The two previous categories capture the in-town traffic and footfall but it is also important to capture the attention of through-traffic. This can best be done by erecting pole mounted banners at sites on the Bypass which see the most traffic. These locations will be at or near the various (and increasing number of) the roundabouts.

4. Details of across-street mounting locations on The Homend

Perhaps the best position for a banner across The Homend is from the Barrett Browning Building across to the Specsavers building.



The images below show close-up images of the mounting points on the buildings and show sturdy metal brackets which are used for the Christmas lights and will easily support a simple banner.



Moving north along The Homend another suitable location is at Bank Crescent, here there are mounting points on both sides of Bank Crescent and on two buildings opposite



Again, these building have solid metal brackets (which can be seen on the photographs) where the banners can be fitted.

Perhaps the most northerly point worth considering is at Isaacs and across to the Raduni Restaurant which both have appropriate metal fixing brackets.



5. Next Actions

1. Pricing and spec for the various banners including mounting and suspension components
2. Ownership of lamp-posts and responsible organisations for fitting banners to said posts.
3. Seek permission for lamp-post mounted banners
4. Cost and Specs for banner mounting fittings on posts
5. Evaluation of mounting points (stress testing) for across-street banners
6. Identify organisations for mounting across-street banners
7. Pricing for erecting banners
8. Determine overall cost and time-line for erection of banners
9. Organise LTC Budget for the project
10. Develop a timeline and plan for the project.

End of Report